

ORDER



KLAS

Orders
Order / Rev: 37738
Alt Order #: 08889239
Product Desc: Horsford/DCCC
Estimate: 2250
Flight Dates: 10/26/12 - 10/30/12
Original Date / Rev: 10/25/12 / 10/25/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: GMMB
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Horsford - DCCC
Demographic: A35+
Product Codes: PO1
Priority: LV1
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	12	\$20,585.00	\$17,497.25
10/29/12	10/30/12	17	\$8,275.00	\$7,033.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$20,585.00	\$17,497.25	0.00
November 2012	17	\$8,275.00	\$7,033.75	0.00
Totals	29	\$28,860.00	\$24,531.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$28,860.00
Market	100%	\$96,200.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$24,050.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,810.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/26/12	10/30/12	8 News Now 5a M-F	CM	5-6a	MT--F--	:30	2	\$225.00	LV1	0.00	NM	2	\$450.00
8 NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--			2			\$225.00		0.00			
E 2	8	10/26/12	10/30/12		CM	6-7a	MT--F--	:30	2	\$275.00	LV1	0.00	NM	2	\$550.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 6a M-F 8 News Now 6a M-F 8 NEWS NOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/26/12 11/01/12 MT--F-- 2 \$275.00 0.00														
E 3	8	10/26/12	10/30/12	CBS This Morning 7-9a CM		7-9a MT--F--	:30	2	\$200.00	LV1	0.00	NM	2	\$400.00
CBS This Morning CBS THIS MORNING <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/26/12 11/01/12 MT--F-- 2 \$200.00 0.00														
E 4	8	10/27/12	10/27/12	CBS Early Show - Sat. CM		5-7a -----S-	:30	1	\$50.00	LV1	0.00	NM	1	\$50.00
CBS Early Show - Sat. CBS THIS MORNING SATURDAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$50.00 0.00														
E 5	8	10/28/12	10/28/12	CBS News Sunday Morning CM		CBS Sunday Morni-----S	:30	1	\$350.00	LV1	0.00	NM	1	\$350.00
CBS News Sunday Morning CBS NEWS SUNDAY MORNING <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$350.00 0.00														
E 6	8	10/26/12	10/30/12	Live w/Kelly CM		9-10a MT--F--	:30	1	\$300.00	LV1	0.00	NM	1	\$300.00
Live w/Kelly LIVE! WITH KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/26/12 11/01/12 MT--F-- 1 \$300.00 0.00														
E 7	8	10/26/12	10/30/12	Price Is Right CM		10-11a MT--F--	:30	1	\$450.00	LV1	0.00	NM	1	\$450.00
Price Is Right PRICE IS RIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/26/12 11/01/12 MT--F-- 1 \$450.00 0.00														
E 8	8	10/26/12	10/30/12	Y&R CM		11a-12p MT--F--	:30	1	\$550.00	LV1	0.00	NM	1	\$550.00
Young & Restless YOUNG & RESTLESS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/26/12 11/01/12 MT--F-- 1 \$550.00 0.00														
E 9	8	10/26/12	10/30/12	8 News Now Noon M-F CM		12-1230p MT--F--	:30	1	\$325.00	LV1	0.00	NM	1	\$325.00
8 News Now Noon M-F 8 NEWS NOW AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/26/12 11/01/12 MT--F-- 1 \$325.00 0.00														
E 10	8	10/26/12	10/30/12	1230-2p Soaps/ LMAD CM		1230-2p MT--F--	:30	1	\$375.00	LV1	0.00	NM	1	\$375.00
Soaps / Let's Make A Deal THE BOLD AND THE BEAUTIFUL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/26/12 11/01/12 MT--F-- 1 \$375.00 0.00														
E 11	8	10/26/12	10/30/12	1230-2p Soaps/ LMAD CM		1230-2p MT--F--	:30	1	\$375.00	LV1	0.00	NM	1	\$375.00
Soaps / Let's Make A Deal LET'S MAKE A DEAL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/26/12 11/01/12 MT--F-- 1 \$375.00 0.00														
E 12	8	10/26/12	10/30/12	The Talk 2-3P CM		2-3p MT--F--	:30	1	\$375.00	LV1	0.00	NM	1	\$375.00
The Talk THE TALK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/26/12 11/01/12 MT--F-- 1 \$375.00 0.00														
E 13	8	10/26/12	10/30/12	Ellen CM		3-4p MT--F--	:30	1	\$425.00	LV1	0.00	NM	1	\$425.00
Ellen ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/26/12 11/01/12 MT--F-- 1 \$425.00 0.00														
E 14	8	10/26/12	10/30/12		CM	4-5p MT--F--	:30	2	\$450.00	LV1	0.00	NM	2	\$900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8 News Now 4p M-F										
				8 News Now 4p M-F		(4:30 PM-5:00 PM)								
				8 NEWS NOW AT 4PM & 430PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/26/12	11/01/12	MT--F--		2		\$450.00		0.00				
E 15	8	10/26/12	10/30/12	8 News Now 5-630p M-FCM		5-630p MT--F--	:30	2	\$1,750.00	LV1	0.00	NM	2	\$3,500.00
				8 News Now 5-630p M-F										
				8 NEWS NOW ROTATION										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/26/12	11/01/12	MT--F--		2		\$1,750.00		0.00				
E 16	8	10/28/12	10/28/12	8 News Now Sun 5-7p CM		5-7p -----S	:30	1	\$135.00	LV1	0.00	NM	1	\$135.00
				8 News Now Sun 5-7p		(6:30 PM-7:00 PM)								
				8 NEWS NOW AT 630PM-SUN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S		1		\$135.00		0.00				
E 17	8	10/26/12	10/30/12	630-7p Inside Edition CM		630-7p MT--F--	:30	1	\$325.00	LV1	0.00	NM	1	\$325.00
				Inside Edition										
				INSIDE EDITION										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/26/12	11/01/12	MT--F--		1		\$325.00		0.00				
E 18	8	10/26/12	10/30/12	7-8p Rotator CM		7-8p MT--F--	:30	1	\$1,225.00	LV1	0.00	NM	1	\$1,225.00
				7-8p Rotator										
				ET/INSIDER										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/26/12	11/01/12	MT--F--		1		\$1,225.00		0.00				
E 19	8	10/28/12	10/28/12	Sun 7-8p CM		7-8p -----S	:30	1	\$6,000.00	LV1	0.00	NM	1	\$6,000.00
				60 Minutes										
				60 MINUTES										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S		1		\$6,000.00		0.00				
E 20	8	10/26/12	10/30/12	8 News Now 11p M-F CM		11-1135p MT--F--	:30	2	\$600.00	LV1	0.00	NM	2	\$1,200.00
				8 News Now 11p M-F										
				8 NEWS NOW AT 11PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/26/12	11/01/12	MT--F--		2		\$600.00		0.00				
E 21	8	10/26/12	10/30/12	Letterman CM		1135p-1237a MT--F--	:30	1	\$275.00	LV1	0.00	NM	1	\$275.00
				Letterman										
				LATE SHOW w. LETTERMAN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/26/12	11/01/12	MT--F--		1		\$275.00		0.00				
E 22	8	10/27/12	10/27/12	NCAA Football CM		NCAA College Foo-----S-	:30	1	\$2,625.00	LV1	0.00	NM	1	\$2,625.00
				NCAA College Football		(5:00 PM-8:00 PM)								
				CBS COLLEGE FOOTBALL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S-		1		\$2,625.00		0.00				
E 23	8	10/28/12	10/28/12	NFL Reg Season GameSM		NFL Football Reg. -----S	:30	1	\$7,700.00	LV1	0.00	NM	1	\$7,700.00
				NFL Football Reg. Season		(1:15 PM-4:30 PM)								
				CBS NFL FOOTBALL-LATE GAME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S		1		\$7,700.00		0.00				
Totals													29	\$28,860.00